

# OPTIMA™ ASSESSMENT FORM

BUSINESS NAME: \_\_\_\_\_

	BUSINESS PROFILE PRESENT	NAME INCONSISTENT	HOURS DIFFER FROM WEBSITE OR OTHER PROFILES/LISTINGS	CORRECT ADDRESS	INCORRECT CATEGORY
Google	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yelp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nextdoor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apple Maps <small>Storefront Only</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## GOOGLE BUSINESS PROFILE - ISSUES AND RECOMMENDED IMPROVEMENTS

RANK: 1ST  2ND  3RD  NOT ON 1ST PAGE  4TH  5TH  6TH

NUMBER OF PHOTOS LISTED: 1  2  3  4  5  6+

REVIEWS: YES  NO

VIDEOS IN GOOGLE

PHOTOS LAST UPDATED AT GOOGLE: \_\_\_\_\_

NUMBER OF REVIEWS: \_\_\_\_\_

BUSINESS PROFILE:

HOME BASED BUSINESS HOME DISPLAYED

STAR RATING: \_\_\_\_\_

YES  NO

WEBSITE NOT SHOWN ON GOOGLE LISTING

NO WEBSITE

COMPETITOR: \_\_\_\_\_

NOTES:

## CALL BACK FORMULA

(To be filled out after calling and making contact with the customer)

CALL BACK DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

REINTRODUCE:

SHARE SUCCESS:

RECAP HIGHLIGHTS:

NLBD:

ASK FOR SALE:

OTHER IDEAS: